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What is claimed is:

1. A gaming machine comprising:

a chassis defining a gaming machine interior region and a gaming machine exterior surface;

a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;

a main display capable of presenting the outcome of the primary game on the gaming machine;

a secondary display, which is a flat panel display, provided on said gaming machine at a location disposed apart from said main display and displaying video content including a secondary bonus game of chance play, wherein a single wager concurrently activates both the primary game and the secondary bonus game, and wherein the outcome of the secondary game depends only on at least one of (i) the number of plays on the primary game and (ii) the outcome of those plays on the primary game, without depending upon a race against a timer or against players on other gaming machines; and

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a player tracking device mounted on said chassis, said player tracking device comprising,

- (a) a display, separate from said main display and said secondary display,**
- (b) one or more interfaces designed or configured to input player tracking information into the gaming machine;**
- (c) a network interface designed or configured to send and to receive player tracking information over a player tracking network;**
- (d) a logic device, separate from the gaming machine controller, designed or configured to send player tracking information to the gaming machine controller,**

wherein the gaming machine controller is designed or configured to cause player tracking information and video content related to the player tracking information to be displayed on at least one of the main display and the secondary display.

2. The gaming machine of claim 1, further comprising a secondary display support on which said secondary display is mounted, said secondary display support being attached to the gaming machine chassis by a hinge.

3. The gaming machine of claim 2, wherein the hinge allows the secondary display to be moved from (i) an operating position in which at least a portion of the gaming machine interior is blocked to (ii) a maintenance position in which said portion is accessible.

4. (Amended) The gaming machine of claim [2] 1, wherein the secondary display is provided in a top box portion of the gaming machine, which top box portion is located above the main display portion of the gaming machine.

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5. The gaming machine of claim 1, wherein the secondary display is provided in a belly portion of the gaming machine, which belly portion is located below a main display portion of the gaming machine.

6. The gaming machine of claim 1, wherein the secondary display is selected from the group consisting of flat panel cathode ray tubes, liquid crystal displays, plasma displays, field emission displays, digital micromirror displays, LCD touchscreens, and combinations thereof.

7. The gaming machine of claim 1, wherein the main display comprises a set of spinning reels.

8. The gaming machine of claim 1, wherein the video content includes material selected from the group consisting of a casino kiosk, television programming, a secondary game, primary game outcome information, player attraction material, video conferencing, casino service notification and combinations thereof.

Claim 9 has been cancelled.

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10. The gaming machine of claim 1, further comprising one or more speakers provided in the gaming machine and one or more ports for transmitting sound from the speakers to locations outside the gaming machine.

11. The gaming machine of claim 1, wherein the secondary display support includes a casing which encloses one or more memory devices.

12. The gaming machine of claim 11, wherein at least one of said memory devices stores animation data for display on said secondary display.

13. The gaming machine of claim 1, further comprising a top glass located in front of said secondary display and said secondary display support.

14. A method of displaying video content on a gaming machine having (i) a main display capable of presenting the outcome of a primary game play on the gaming machine, (ii) a secondary display, which is a flat panel video display, provided on said gaming machine at a location disposed apart from said main display, and iii) a player tracking device capable of receiving player tracking information and sending said player tracking information to a gaming machine controller on the gaming machine the method comprising:

receiving a wager;

in response to a player initiating a play on the gaming machine, presenting the outcome of the play of the primary game on the main display of the gaming machine;

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displaying play of a secondary bonus game of chance on the secondary display, wherein a single wager concurrently activates both the primary game and the secondary bonus game, and wherein the outcome of the secondary game depends only on at least one of (i) the number of plays on the primary game and (ii) the outcome of those plays on the primary game, without depending upon a race against a timer or against players on other gaming machines;

receiving player tracking information input into the player tracking device from at least one of a player and a remote server; and

displaying a portion of the player tracking information or video content related to the player tracking information to at least one of the main display and the secondary display.

15. The method of claim 14, wherein the gaming machine includes a secondary display support on which said secondary display is mounted and the method comprises moving said secondary display support from an operating position in which at least a portion of the gaming machine interior is blocked to a maintenance position in which said portion is accessible.

16. The method of claim 14, wherein said video content comprises material selected from the group consisting of a casino kiosk, television programming, a secondary game,

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player attraction material, video conferencing, casino services notification and combinations thereof.

17. The method of claim 14, wherein the video content is a bonusing game that provides awards dependent upon the outcome of said primary game play which has its outcome displayed on the main display.

18. The method of claim 17, wherein the bonusing game results in awards of credits or increased jackpots.

19. The method of claim 14, wherein the secondary display employed in the step of displaying video content is selected from the group consisting of flat panel cathode ray tubes, liquid crystal displays, plasma displays, field emission displays, digital micromirror displays, LCD touchscreens, and combinations thereof.

20. The method of claim 14, wherein presenting the results of a play on the main display is made in response to a play on a game selected from the group consisting of a video slot game, a spinning reel game, an electronic video poker card game, an electronic keno game, and an electronic blackjack game.

21. The method of claim 14, wherein presenting the results of a play on the main display is made in response to a play on a video card game.

22. The method of claim 14, further comprising a step of accessing data stored on a memory device provided within said secondary display support, the accessed data being used to display said video content on the secondary display.

23. A gaming machine comprising:

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- a chassis defining a gaming machine interior region and a gaming machine exterior surface;**
- a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;**
- a main display capable of presenting the outcome of the primary game on the gaming machine;**
- a secondary display, which is a flat panel display, provided on said gaming machine at a location disposed apart from said main display and displaying video content capable of presenting a secondary game;**
- a player control mechanism on the chassis which, when actuated by a player, concurrently activates both the primary game displayed on the main display and the secondary game displayed on the secondary display, and wherein the outcome of the secondary game depends only on at least one of (i) the number of plays on the primary game and (ii) the outcome of those plays on the primary game, without depending upon a race against a timer or against players on other gaming machines; and**
- a player tracking device mounted on said chassis, said player tracking device comprising,**
 - (a) a display, separate from said main display and said secondary display.**
 - (b) one or more interfaces designed or configured to input player tracking information into the gaming machine;**

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(c) a network interface designed or configured to send and to receive player tracking information over a player tracking network;

(d) a logic device, separate from the gaming machine controller, designed or configured to send player tracking information to the gaming machine controller,

wherein the gaming machine controller is designed or configured to cause player tracking information and video content related to the player tracking information to be displayed on at least one of the main display and the secondary display.

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24. A gaming machine comprising:

- a chassis defining a gaming machine interior region and a gaming machine exterior surface;**
- a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;**
- a main display capable of presenting the outcome of the primary game on the gaming machine;**
- a secondary display, which is a flat panel display, provided on said gaming machine at a location disposed apart from said main display and displaying video content capable of presenting a secondary game;**
- a player control mechanism on the chassis which, when actuated by a player, plays both the primary game displayed on the main display and the secondary game displayed on the secondary display, and wherein the outcome of the secondary game depends only on at least one of (i) the number of plays on the primary game and (ii) the outcome of those plays on the primary game, without depending upon a race against a timer or against players on other gaming machines; and**
- a player tracking device mounted on said chassis, said player tracking device comprising,**
 - (a) a display, separate from said main display and said secondary display,**
 - (b) one or more interfaces designed or configured to input player tracking information into the gaming machine;**

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(c) a network interface designed or configured to send and to receive player tracking information over a player tracking network;

(d) a logic device, separate from the gaming machine controller, designed or configured to send player tracking information to the gaming machine controller,

wherein the gaming machine controller is designed or configured to cause player tracking information and video content related to the player tracking information to be displayed on at least one of the main display and the secondary display.

25. A gaming machine comprising:

a chassis defining a gaming machine interior region and a gaming machine exterior surface;

a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;

a main display capable of presenting the outcome of the primary game on the gaming machine;

a secondary display, which is a flat panel display, provided on said gaming machine at a location disposed apart from said main display and displaying video content including a secondary bonus game of chance play; and

a player tracking device mounted on said chassis, said player tracking device comprising,

(a) a display, separate from said main display and said secondary display,

(b) one or more interfaces designed or configured to input player tracking information into the gaming machine;

(c) a network interface designed or configured to send and to receive player tracking information over a player tracking network;

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26. (Amended) A gaming machine comprising:

a chassis [defining a gaming machine interior region and a gaming machine exterior surface];

a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;

a main display capable of presenting the outcome of the primary game on the gaming machine;

[a secondary display, which is a flat panel display, provided on said gaming machine at a location disposed apart from said main display and displaying video content including a secondary bonus game of chance play;] and

a player tracking device mounted on said chassis, said player tracking device comprising,

(a) a secondary display[,] separate from said main display [and said secondary display] which is operable to display video content, and,

(b) one or more interfaces designed or configured to input player tracking information into the gaming machine, wherein the gaming machine controller is designed or configured to cause the player tracking information and a portion of the video content related to the player tracking information to be displayed on at least one of the main display and the secondary display.

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27. A gaming machine comprising:

- a chassis defining a gaming machine interior region and a gaming machine exterior surface;**
- a gaming machine controller for controlling the outcome of a primary game played on said gaming machine;**
- a main display capable of presenting the outcome of the primary game on the gaming machine;**
- a player tracking device mounted on said chassis, said player tracking device comprising,**
 - (a) a display, separate from said main display,**
 - (b) one or more interfaces designed or configured to input player tracking information into the gaming machine;**
 - (c) a network interface designed or configured to send and to receive player tracking information over a player tracking network;**
 - (d) a logic device, separate from the gaming machine controller, designed or configured to send player tracking information to the gaming machine controller.**

wherein the gaming machine controller is designed or configured to cause player tracking information and video content related to the player tracking information to be displayed on the main display.

28. (New) The gaming machine of claim 26 wherein the secondary display is provided in a top box portion of the gaming machine, which top box portion is located above a main display portion of the gaming machine.

29. (New) The gaming machine of claim 26 wherein the secondary display is provided in a belly portion of the gaming machine, which belly portion is located below a main display portion of the gaming machine.

30. (New) The gaming machine of claim 26 wherein the secondary display comprises at least one of a flat panel cathode ray tube, a liquid crystal display, a plasma display, a field emission display, a digital micro-mirror display, and an LCD touch screen.

31. (New) The gaming machine of claim 26 wherein the video content relates to any of casino kiosk information, television programming, a secondary game, primary game outcome information, player attraction material, video conferencing, and casino service notification.

32. (New) The gaming machine of claim 26 wherein the video content relates to a secondary game which includes a bonusing component to the primary game.

33. (New) The gaming machine of claim 26 wherein the video content relates to a pay table corresponding to the primary game.

34. (New) The gaming machine of claim 26 wherein the gaming machine controller is further operable to alter parameters associated with the primary game in response to the player tracking information.

35. (New) The gaming machine of claim 26 wherein the one or more interfaces associated with the player tracking device comprises any of a card reader, a key pad, a display, and a network interface.

36. (New) The gaming machine of claim 26 wherein the secondary display is further operable to display content targeted to a customer corresponding to the player tracking information.

37. (New) The gaming machine of claim 26 wherein the player tracking device further comprises an alphanumeric display.

38. (New) The gaming machine of claim 26 further comprising at least one speaker for generating sound corresponding to the video content.

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39. (New) A player tracking system, comprising:

one or more interfaces designed or configured to input player tracking information into
the player tracking system;

a network interface designed or configured to send and to receive the player tracking information over a player tracking network;

a display operable to display video content; and

a controller designed or configured to cause the player tracking information to be displayed on the display as part of the video content.

40. (New) The player tracking system of claim 39 wherein the display comprises at least one of a flat panel cathode ray tube, a liquid crystal display, a plasma display, a field emission display, a digital micro-mirror display, and an LCD touch screen.

41. (New) The player tracking system of claim 39 wherein the video content further relates to any of casino kiosk information, television programming, player attraction material, video conferencing, and casino service notification.

42. (New) The player tracking system of claim 39 wherein the one or more interfaces comprises any of a card reader, a key pad, and a display.

43. (New) The player tracking system of claim 39 wherein the controller is further operable to cause the video content to include targeted content specific to a customer corresponding to the player tracking information.

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44. (New) The player tracking system of claim 39 further comprising an alphanumeric display.

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45. (New) The player tracking system of claim 39 further comprising at least one speaker for generating sound corresponding to the video content.

46. (New) A gaming machine comprising the player tracking system of claim 39.

47. (New) The player tracking system of claim 39 further comprising a multimedia board designed or configured to decode encoded video signals in a manner allowing display of the video content from decoded video signals on the display, and to decode encoded audio signals in a manner allowing projection of audio content from decoded audio signals to one or more audio outputs

48. (New) The player tracking system of claim 47 wherein the multimedia board comprises a video processor and at least one of a TV tuner, a NTSC decoder, a PAL decoder, a digital video to analog video converter, and a stereo/SAP decoder.

49. (New) A gaming machine comprising:
a gaming machine controller for controlling the outcome of a primary game played on the gaming machine;
a main display capable of presenting the outcome of the primary game on the gaming machine; and
a player tracking system, comprising,

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a secondary display separate from the main display which is operable to display video content,

one or more interfaces designed or configured to input player tracking information into the gaming machine, and

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a player tracking system controller,

wherein at least one of the gaming machine controller and the player tracking controller is designed or configured to cause the player tracking information to be displayed on the secondary display as part of the video content.

50. (New) The gaming machine of claim 49 wherein the secondary display is provided in a top box portion of the gaming machine, which top box portion is located above the main display.

51. (New) The gaming machine of claim 49 wherein the secondary display is provided in a belly portion of the gaming machine, which belly portion is located below the main display.

52. (New) The gaming machine of claim 49 wherein the secondary display comprises at least one of a flat panel cathode ray tube, a liquid crystal display, a plasma display, a field emission display, a digital micro-mirror display, and an LCD touch screen.

53. (New) The gaming machine of claim 49 wherein the video content relates to any of casino kiosk information, television programming, a secondary game, primary game outcome information, player attraction material, video conferencing, and casino service notification.

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54. (New) The gaming machine of claim 49 wherein the video content relates to a secondary game which includes a bonusing component to the primary game.

55. (New) The gaming machine of claim 49 wherein the video content relates to a pay table corresponding to the primary game.

56. (New) The gaming machine of claim 49 wherein the gaming machine controller is further operable to alter parameters associated with the primary game in response to the player tracking information.

57. (New) The gaming machine of claim 49 wherein the one or more interfaces associated with the player tracking system comprises any of a card reader, a key pad, a display, and a network interface.

58. (New) The gaming machine of claim 49 wherein the secondary display is further operable to display content targeted to a customer corresponding to the player tracking information.

59. (New) The gaming machine of claim 49 wherein the player tracking system further comprises an alphanumeric display.

60. (New) The gaming machine of claim 49 further comprising at least one speaker for generating sound corresponding to the video content.

61. (New) The gaming machine of claim 49 further comprising a multimedia board designed or configured to decode encoded video signals in a manner allowing display of the video content from decoded video signals on the secondary display, and to decode encoded audio signals in a manner allowing projection of audio content from decoded audio signals to one or more audio outputs

62. (New) The gaming machine of claim 61 wherein the multimedia board comprises a video processor and at least one of a TV tuner, a NTSC decoder, a PAL decoder, a digital video to analog video converter, and a stereo/SAP decoder.